



CALPEEK

CALIFORNIA POLITICAL WEEK

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CAMPAIGN 2000: FEINSTEIN CONTINUES TO HOLD SOLID LEAD AGAINST CAMPBELL IN SENATE RACE.

Editor's note: In politics, *luck* and *timing* can make or break a campaign. In the case of U.S. Rep. Tom Campbell, the moderate Republican from San Jose who is attempting to defeat U.S. Sen. Dianne Feinstein(D), he's on the short end of both. Here's our update & analysis...

...Although she's an excellent campaigner, Senator DiFi would rather be spending time with her colleagues in DC working on legislation. Unlike six years ago when she was under siege from the deep pocketed but empty suit candidacy of Michael Huffington(R), this time in Campbell she faces one of brightest individuals in the U.S. House, but one who just can't seem to connect with voters – either on issues or with fundraising. Thus it's been an uphill battle from day one for Campbell...

...This is Campbell's second run for the U.S. Senate. He ran for Alan Cranston's open seat in the '92 GOP primary, but lost to Bruce Herschensohn. Had Campbell made it past the primary and into a runoff against Barbara Boxer, he may have had a good shot at winning. But one can play the *what if game* forever. Back to the present...

...The new Field Poll says it all: DiFi holds a 20-pt. lead over Campbell, with less than 3 weeks to go before the Nov. 7th election. The Field Poll (Sept. 29-Oct. 8) has DiFi leading Campbell by a margin of 54% to 34%, with 12% for others or undecided. In the August Field Poll, DiFi's lead was 17-pts.: 51% to Campbell's 34%...

...And DiFi leads Campbell by a margin of 64% to 27% in the greater L.A. area. Her lead in the S.F. Bay area is 66% to 23%. And DiFi even leads in the Central Valley: 47% to 40%. Campbell leads Feinstein in Orange & San Diego Counties: 48% to 40%. About 17% of the base GOP vote is crossing party lines for DiFi...

...The congressman is on tv with a new ad which focuses on drug policy. In this ad, he not only appears angry (and unfriendly), but his message comes across as soft on crime. In

fact, on some issues Campbell is running to the *left* of Feinstein. And he's even criticized Texas Gov. George W. Bush's tax cut plan (he says the cuts are unwise). As has been pointed out by others, Campbell loves to take positions which are contrary to conventional wisdom and certainly some of his stands are at odds with GOP mainstream thinking. And indeed during the primary his GOP rivals took some major swipes at Campbell on taxes and drug policy, but because these more conservative GOPers were underfunded, their collective messages never penetrated to GOP voters...

...Some of these issues will be aired when he debates DiFi Oct. 24 on Adelphia Cable in L.A. and again Oct. 27 on KRON-TV + KQED Radio in S.F. Campbell would like more debates, but that's not going to happen...

...FYI: Almost immediately after Dan Lungren's huge loss to Gray Davis(D) in '98, GOP mainstreamers began saying that in order for a GOP candidate to win Statewide in Calif., the Republicans must nominate moderate and pro-choice candidates. But given Campbell's poor showing to date, many conservative GOPers will have a hard time accepting that line of political logic come 2002. Stay tuned...

CAMPAIGN 2000: UPDATE ON U.S. HOUSE CONTESTS.

Editor's note: Here's our latest update on the key U.S. House races in Calif. The current Calif. Congressional Delegation has 27 Demos and 25 GOPers...

...The Watch List remains unchanged (incumbents are underlined and are favored): Tauscher(D-10); Capps(D-22); Gallegly(R-23); Horn(R-38); and Baca(D-42)...

The Battle Zone

(Incumbents are underlined).

15 th CD Open	Honda(D) vs. Cunneen(R). Toss Up
20 th CD	<u>Dooley</u> (D) vs. Rodriguez(R). Leans D
27 th CD	<u>Rogan</u> (R) vs. Schiff(D). Leans D
36 th CD	<u>Kuykendall</u> (R) vs. Harman(D). Toss Up
49 th CD	<u>Bilbray</u> (R) vs. Davis(D). Toss Up

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☒ **46th CD** – Although this Orange Co. CD represented by U.S. Rep. Loretta Sanchez(D) is not on our *Watch List*, the polling indicates she'll be reelected over GOP challenger Gloria Matta Tuchman. An *L.A. Times* poll by Baldassare Associates (500 likely voters, Oct. 9-13) shows Sanchez at 52% vs. 31% for Tuchman. And there's been no fallout from the Playboy event brouhaha of this past summer...

☒ **22nd CD Update** – This CD is on our *Watch List*. GOP challenger Mike Stoker has a poll which shows him beating U.S. Rep. Lois Capps(D) by a 43.7% to 42% margin, but Demos are very dismissive of this poll by Wilson Research Strategies (300 likely voters, Sept. 18). Demos say Capps is doing good with \$\$ and a more recent poll taken by organized labor has Capps up by a 51% to 37% margin...

☒ **15th CD Update** – Both the *S.F. Chron* and the *San Jose Mercury News* have endorsed GOP Assemblyman Jim Cunneen over Demo Assemblyman Mike Honda...

☒ **36th CD Update** – *Roll Call* political analyst Stu Rothenberg now rates the 36th CD as "very likely Demo pickup." He thus joins the Cooke Report, but Calpeek still rates this contest between U.S. Rep. Steve Kuykendall(R) and former Congresswoman Jane Harman(D) as a toss up. No polling numbers from either side – because most sources rate this contest as a "1% race." As previously reported, the RNC is spending big tv bucks for Kuykendall (policy ads). But sources tell Calpeek that the DCCC will match the RNC "dollar for dollar." Kuykendall and Harman are both up on tv. Harman's 1st ad is called, "Priorities," where she compares her priorities to those of Kuykendall. FYI: The League of Conservation Voters will be doing a IE/GOTV effort for Harman and Schiff (27th CD). Consultant Susan Burnside is in charge...

☒ **27th CD Update** – In this battle between U.S. Rep. Jim Rogan(R) and Demo State Sen. Adam Schiff, the Schiff campaign has released numbers from their most recent poll by The Feldman Group, Oct. 11-12, 500 likely voters. It shows Schiff 47% vs. Rogan 41%. Stay tuned...

CAMPAIGN 2000: SACRAMENTO MAYOR'S CONTEST.

Editor's note: Since the primary, where Sacramento Councilwoman Heather Fargo finished just under 2,000 votes ahead of fellow Councilmember Rob Kerth, this Nov. 7th runoff battle has received very little in the way of news media attention. Here's our brief update & analysis...

...The way Sacto insiders explain this battle, it comes down to *management style*. When it comes to making key decis-

ions, Fargo wants lots of input - the all inclusive type. Kerth is results-oriented – get the job done! And their styles also provide a clue as to how they feel about the key issue in Sacramento: growth and the economy. Fargo is a slow growth Demo from Natomas, whereas Kerth is a pro-business Demo from the Woodlake area...

...There's been no public or private polling that we're aware of, but Sacramento BEE may do some local polling fairly soon. Our sources guess that while Fargo probably has better name ID than Kerth, the two are fairly close when it comes to voter preference. Our sources continue to rate this runoff as a toss up. The two have debated several times. The next debate is set for Nov. 1st on KCRA-TV...

...Fargo is not viewed as a big partisan Demo, even though the Sacto Co. Demo Central Cmt. endorsed her – while bashing Kerth. Kerth is the darling of the DLC crowd in Sacto, but only has been a registered Demo since 1997. He was Decline to State from 1990-97, and before that a GOper. He was recently named as one of the 100 rising stars of the DLC...

...Nothing new in terms of endorsements. Kerth has the backing for the Sacto Chamber, the Hispanic Chamber, the Sacramento BEE, law & order groups and Urban League chair James Shelby. U.S. Rep. Doug Ose(R-Sacto) also has endorsed Kerth. Fargo's backing is mainly from Demo lawmakers, such as Assemblyman Darrell Steinberg and State Sen. Deborah Ortiz. Fargo claims some business support as well. In terms of labor, the Sacto Central Labor Council has endorsed Kerth. In the primary, Fargo crossed a labor picket line to attend a candidate's forum (she actually entered the picketed hotel through a back door), whereas Kerth declined the invitation to attend...

...FYI: Although Sacto Councilmembers Steve Cohn and Bonnie Pannell back Kerth, Lauren Hammond supports Fargo. Mayor Jimmy Yee and Councilmembers Joseph Yee, Dave Jones and Robbie Waters are neutral. Waters was 3rd in the mayor's race and says he won't endorse. Stay tuned...

CAMPAIGN 2000: CALIFORNIA INITIATIVE UPDATE.

Editor's note: Here's another update on some of the key initiatives facing voters Nov. 7th. Included in this report are some new numbers from the Field Poll (1,018 likely voters, Sept. 29-Oct. 8)...

● ***Prop. 39 (Local School Bonds)*** – This is the initiative which lowers the vote requirement from 2/3rds to 55% to pass a local school bond. YES on 39 is rolling in money (\$19 million YES), but is having a hard time with voters because this is essentially the same plan as Prop. 26, which

was narrowly defeated in March. The new Field Poll shows support at just **46%**, down from 48% in August. The NO on 39 side has gone up very slightly, from 31% in August to **34%** in the current survey...

... YES on 39 has a very appealing, new tv spot featuring Gov. Gray Davis and former Gov. Pete Wilson. The ad stresses the need for new classroom construction, but at no time does the ad say anything about lowering the vote requirement from 2/3rds to 55%. NO on 39 is plugging away on radio and may not have enough money for tv. It's another one of those *David vs. Goliath* situations. Oddly enough, sources say this initiative could have been used as a *wedge issue* to energize home-owners for GOP causes and candidates, but the CRP seems to have missed the boat. Prop. 39 opponents (read that as the Howard Jarvis Taxpayers Assn.) view this initiative as nothing more than a huge property tax hike...

◆ **Prop. 34 (Campaign Reform)** – The new Field Poll shows YES still ahead, but no longer at 50%, the figure from August. YES is at **46%** vs. NO at **26%**, with a large undecided vote. Still have not seen any of the major daily newspapers endorse Prop. 34 – most all of the endorsements have gone to the NO side...

● **Prop. 36 (Drug Rehab)** – The Field Poll shows that for the first time since this initiative qualified, it has dipped below the 50% mark. If approved, 1st time/non-violent drug users would go into drug treatment programs, not prison or jail. It's a very appealing initiative, but opponents say it is flawed because it would essentially kill off the highly successful but under-used drug courts in Calif. And perhaps that message is beginning to sink in because the Field Poll shows support for 36 is at **49%** vs. NO at **28%**. In August, YES on 36 was at **55%**...

...In the newspaper editorial endorsement wars, the *L.A. Times*, *San Diego Union Tribune*, *S.F. Chron* and the *BEE newspapers* have all come out **NO on 36**. Regardless, the money is on the YES side, which gets almost all of its funding from 3 non-Calif. millionaires. NO on 36 may get its one ad featuring actor Martin Sheen on tv, but not in the expensive L.A. or S.F. markets --- and the buys will be very limited. Nevertheless, the NO on 36 side is getting a great run with FREE media. Two very good stories about Sheen and his opposition to Prop. 36 in the *L.A. Times*...

◆ **Prop. 38 (School Vouchers)** – Silicon Valley businessman Tim Draper's School Voucher plan is beginning to fade fast. The newest Field Poll shows support remaining static at **36%** - the same percentage as in August. Meanwhile, the

opposition to Prop. 36 has increased from 49% in August to **52%** in the current survey...

... Why the upward movement by the NO side? The NO side's key theme is that this particular voucher plan is badly flawed – an expensive experiment which could cost Calif. taxpayers a ton of money, with no accountability. And that message is penetrating. Draper's plan would give each parent a \$4,000 voucher – and it could be used to send kids to either public or private schools. The YES on 36 side seems content to fight back by bashing Gov. Gray Davis(D) and the teachers union(CTA). This tactic isn't working and could backfire, with teachers turning out in greater numbers Nov. 7th. And teachers will vote for Demo candidates up and down the ballot. Stay tuned...

CAMPAIGN 2000: UPDATE ON CALIF. SENATE RACES.
Editor's note: With 3 weeks to go before the Nov. 7th election, here's another brief update on the key CA State Senate races. Demos hold a **25 to 15** advantage in the upper house. There are six(6) races are in **Calpeek's Battle Zone** (incumbents are underlined)...

The Battle Zone

5 th SD Open	Machado(D) vs. Nakanishi(R). Toss up
7 th SD	<u>Rainey</u> (R) vs. Torlakson(D). Toss up
23 rd SD Open	Scott(D) vs. Zee(R). Leans D
27 th SD	<u>Karnette</u> (D) vs. Ryan(R). Leans D
29 th SD Open	Margett(R) vs. Melendez(D). Leans R
39 th SD	<u>Alpert</u> (D) vs. Stirling(R). Toss up

● **7th SD Update** - As Calpeek noted last week, in the 7th SD the very influential CCPOA (prison guards) endorsed Assemblyman TomTorlakson(D). In '96 the CCPOA was with Richard Rainey(R). Our sources don't think the CCPOA would have switched unless they had seen polling info. Up until very recently, the race has been dead even. Now we have some new polling data from the Contra Costa Times (600 likely voters, Oct. 4-10, by Interviewing Service of America) which shows Torlakson leading Rainey by a **42% to 35%** margin, with Natural Law candidate Mark Billings at **2%** and **22%** undecided. Why the surge for Torlakson? Sources say he's walking every day and spending lots of time in the Livermore Valley and southern portions of Contra Costa County – GOP turf. While we still rate this contest a toss up, it's beginning to lean Demo...

● **5th SD Update** – In the battle between Assemblyman Mike Machado(D) and Lodi Councilman Alan Nakanishi(R), **Calpeek** still rates the contest as a toss up. The CA Police Chiefs Assn. pulled their endorsement of Machado because

he voted for a bill to permit binding arbitration for public safety employees. The Chiefs now back Nakanishi and have put resources into the race: a radio ad and at least 1 mailer for Nakanishi. Interestingly, the CPCA also support Demo Barbara Matthews who is running for Machado's 17th AD seat. Stay tuned...

CAMPAIGN 2000: ELECTORAL COLLEGE UPDATE.

Editor's note: Here is Calpeek's *Electoral College* forecast as of 10/18/00. 270 electoral votes needed to win...

GORE (17 safe): CA(54), CT(8), DE(3), DC(3), HI(4), IL(22), IA(7), ME(4), MD(10), MA(12), MN(10), NJ(15), NY(33), RI(4), TN(11), VT(3) and PA(23). 226

Gore(3 Lean): NM(5), OR(7) and WV(5). 17

BUSH (18 safe): AL(9), AK(3), ID(4), IN(12), KS(6), KY(8), MS(7), MT(3), NE(5), ND(3), OK(8), SC(8), SD(3), TX(32), UT(5), VA(13), WY(3) and GA(13). 145

Bush(3 Lean): AZ(8), CO(8) and OH(21). 37

Toss Ups (10): AR(6), FL(25), LA(9), MO(11), NV(4), NH(4), NC(14), WA(11), WI(11), MI(18)

...FYI: Put Michigan back in the toss up category. Bush and Gore are now even in this key state...

CALPEEK'S INFOBAHN: POLITICAL SHORT TAKES.

Editor's note: Here are a few items, political & otherwise, worth noting...

■ **Gore Vs. Bush in Calif.** – There's little doubt that the margin separating Demo VP Al Gore and GOP Gov. George W. Bush narrowed in Calif. (to about 6-7 pts.), but Demo sources say Gore's numbers have now spiked back up to low double-digits. Reason for Gore's temporary dip: 1) fallout from debate #2, where Gore looked flat and Bush looked great; and 2) the RNC and CRP are spending big bucks on tv for Bush – about \$1.6 million per week. vs. zero by the Demos for Gore. Preliminary reports after debate #3 look good for Gore, especially in the West (read that as Calif.). Will the Demos eventually spend money in Calif. on tv in the last few weeks? That seems to be a closely guarded secret, but some of our sources say the answer is YES, if for no other reason than to energize the Demo base, help down-ballot candidates with turnout - and also to silence nervous Demo consultants. But other sources say the Demos don't have a spend a dime on Gore in Calif. because he wins here regardless. The money is better spent in other states...

... One of those consultants who thinks the Gore campaign and Demos should perhaps rethink tv in Calif. is Garry South, key strategist for Gov. Gray Davis, Gore's chair in Calif. Consultants who feel that Gore doesn't need to spend money in Calif. suggest that South's concern might have more to do with the fate of Prop. 39, the 2/3rds to 55% to pass a local school bond. Davis is a big YES on 39 supporter and right now Prop. 39 has fallen below 50% in the new Field Poll. If Gore were on tv, that might help energize the Demo base – and in turn help Prop. 39. As one consultant told Calpeek, "If there's concern, then maybe Gov. Davis should spend some of his \$20 million warchest on GOTV activities aimed at base Demos – if he's really worried."...

■ **San Diego Mayor's Race** – San Diego Judge Dick Murphy appears to be on a roll in picking up a number of endorsements, including the influential San Diego Union Tribune. The U-T's Oct. 15th editorial had praise for both Murphy and his opponent, San Diego Co. Sup. Ron Roberts. The editorial said both candidates were up to the challenge and both had similar positions on many issues. But on the issue of building a new airport for San Diego, the U-T sided with Murphy because the judge has refused to rule out building a new airport at Miramar (former Navy Top Gun base, now a Marine Corps Air Station). Putting a new commercial airport at Miramar is like the El Toro situation in Orange Co. Very explosive, especially with voters north of Interstate 8 (a heavy GOP voting area). Will Murphy's willingness to even look at Miramar hurt him with these voters? Calpeek sources not connected with the Roberts campaign say YES. But will it be enough to derail his campaign???

CALPEEK'S CALENDAR OF POLITICAL EVENTS

Oct. 26	Internet Voting & Democracy symposium @ Loyola Law School, Los Angeles.
Oct. 31	Last day to apply for absentee ballot.
Nov. 1	Sacramento Mayor's debate, KCRA-TV.
Nov. 3	12 th Annual Business Forecast Conf., sponsored by VICA, Warner Center Marriott Hotel in Woodland Hills, CA
Nov. 7	Election day.
Nov. 9-12	Internat'l Assn. of Political Consultants annual conference, Washington DC.
Nov. 14	8 th Annual Calif. Policy Issues Conference sponsored by the Pat Brown Inst. of Public Affairs, Wilshire Grand Hotel, L.A.
Nov. 16	Election Post Mortem conference, Pepperdine Univ./USC's Unruh Inst., @USC.
Dec. 4	2001-2002 CA Legislature convenes for organizational session.
Dec. 5-9	Nat'l League of Cities conference, Boston.
Dec. 18	Electoral College delegates meet in Sacto.
Jan. 20	Inauguration Day, Washington DC.